

**ANALYSIS OF THE EFFECT OF PRICE AND BRAND AMBASSADOR ON THE
EXPORT VOLUME OF MILLS PRODUCTS IN THE MALAYSIAN MARKET**

**ANALISIS PENGARUH HARGA DAN BRAND AMBASSADOR TERHADAP
VOLUME EKSPOR PRODUK MILLS DI PASAR MALAYSIA**

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ABSTRACT

This study aims to analyze the effect of price and brand ambassador on the export volume of Mills products in the Malaysian market. Using a quantitative approach, data were collected through an online survey of 100 consumers in Malaysia who are familiar with or have seen promotions for Mills products. Secondary data in the form of sales data (sold count) from the Shopee Malaysia platform was used as a proxy for export volume. Multiple linear regression analysis with SPSS version 27 was employed. The findings reveal that partially, price has no significant effect on export volume ($t\text{-count } 0.782 < t\text{-table } 2.160$, sig. $0.449 > 0.05$). Brand ambassador also has no significant effect on export volume ($t\text{-count } -0.875 < t\text{-table } 2.160$, sig. $0.399 > 0.05$). Simultaneously, price and brand ambassador have no significant effect on export volume ($F\text{-count } 0.545 < F\text{-table } 3.885$, sig. $0.593 > 0.05$) with an Adjusted R Square value of -0.069 . These results indicate that fundamental factors such as product quality, technological innovation, distribution channels, and sales promotions are more dominant considerations for Malaysian consumers in making purchasing decisions for sports products.

Keywords: Price, Brand Ambassador, Export Volume, Mills, Malaysian Market.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga dan *brand ambassador* terhadap volume ekspor produk Mills di pasar Malaysia. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan melalui survei online terhadap 100 konsumen di Malaysia yang mengetahui atau pernah melihat promosi produk Mills. Data sekunder berupa data penjualan (*sold count*) dari platform Shopee Malaysia digunakan sebagai proksi volume ekspor. Analisis regresi linear berganda dengan SPSS versi 27 digunakan untuk analisis. Hasil penelitian menunjukkan bahwa secara parsial, harga tidak berpengaruh signifikan terhadap volume ekspor ($t\text{-hitung } 0,782 < t\text{-tabel } 2,160$, sig. $0,449 > 0,05$). *Brand ambassador* juga tidak berpengaruh signifikan terhadap volume ekspor ($t\text{-hitung } -0,875 < t\text{-tabel } 2,160$, sig. $0,399 > 0,05$). Secara simultan, harga dan *brand ambassador* tidak berpengaruh signifikan terhadap volume ekspor ($F\text{-hitung } 0,545 < F\text{-tabel } 3,885$, sig. $0,593 > 0,05$) dengan nilai *Adjusted R Square* sebesar $-0,069$. Hasil ini mengindikasikan bahwa faktor-faktor fundamental seperti kualitas produk, inovasi teknologi, saluran distribusi, dan promosi penjualan menjadi pertimbangan yang lebih dominan bagi konsumen Malaysia dalam mengambil keputusan pembelian produk olahraga.

Kata Kunci: Harga, Brand Ambassador, Volume Ekspor, Mills, Pasar Malaysia.

INTRODUCTION

The Malaysian sports product market has experienced substantial growth in recent years, driven by increasing disposable income and shifting consumer preferences toward active and healthy lifestyles. In 2025, the Malaysian sports market reached a value of MYR10.0 billion with an 8% growth rate, making it one of the most attractive markets in the Southeast Asian region (Euromonitor International, 2026). The same report reveals that the growing middle class is the primary driver of this growth, with the apparel and footwear market in Malaysia projected to reach MYR1.6 billion by 2030. This condition creates both opportunities and challenges for various sports brands seeking to expand or maintain their market share in Malaysia.

Nevertheless, the Malaysian sports product market is also characterized by a high level of concentration, where global brands dominate the competitive landscape. Nike and Adidas each held a 13% market share in 2025, while Skechers followed with 10% (Euromonitor International, 2026). These two market leaders maintain their leadership through large-scale operations, strong brand equity, and continuous innovation. This situation indicates that the Malaysian sports market is a competitive market with relatively high entry barriers for new brands or brands seeking to expand their market share.

Consumer trends in the Malaysian market also show interesting shifts that industry players need to consider. Increasing awareness of sustainability has become an important factor in purchasing decisions, where Malaysian consumers are becoming more selective in choosing environmentally friendly products. Additionally, brand ambassador

involvement has proven effective in building brand credibility and connections with the sports community. Digital trends cannot be ignored either, with e-commerce offering convenience and a wider selection for sportswear consumers in Malaysia. Local players are expected to leverage national pride and cultural relevance to compete in the future.

Amidst this intense competition, Mills, an Indonesian sports equipment brand, has taken strategic steps to expand its presence in the Malaysian market. In November 2025, Mills officially appointed Universal Sports Sdn. Bhd. as the sole distributor of Mills apparel products in Malaysia, a move expected to strengthen Mills' position in sports product marketing and sales in the neighboring country. This expansion step is a continuation of Mills' global strategy, which had previously successfully penetrated the European market through partnerships with Tranmere Rovers in England and F.C.V. Dender in Belgium.

In an effort to build brand awareness and credibility in the Malaysian market, Mills established a strategic partnership with Terengganu FC, a club competing in the Malaysia Super League. This partnership, announced in October 2025, makes Mills the Official Footwear Partner for the 2025-2026 competition season, where the entire Terengganu FC team, from the main squad to the development team, will use Mills-made shoes. This collaboration with a professional football club is expected to increase Mills' brand exposure among Malaysian consumers who have a high interest in sports, particularly football.

In addition to club partnerships, Mills also adopts an athlete-centered approach (brand ambassador) by partnering with several professional

athletes from both Indonesia and internationally. Some athletes who have collaborated with Mills include Sandy Walsh (Indonesian National Team player playing for KV Mechelen, Belgium), Marc Klok (Persib Bandung player and Indonesian National Team member), Maxwell Souza (Brazilian player for Persija Jakarta), and Muhammad Albagir (Indonesian Futsal National Team Goalkeeper). Mills has also launched signature shoes with these athletes as a form of commitment to product development that meets the needs of professional athletes.

The role of professional athletes as brand ambassadors has a significant influence on consumer perceptions and brand loyalty. The source credibility model theory states that the effectiveness of an endorser is determined by three main dimensions: expertise, trustworthiness, and attractiveness (Ohanian, 1990). Professional athletes, with their achievements and dedication in their respective sports, naturally fulfill the expertise and attractiveness dimensions. When a professional athlete uses a particular product in competitions or training, consumers tend to associate that product with high quality and performance.

Beyond brand ambassador selection, the price aspect is a fundamental consideration that Mills cannot overlook. A survey conducted by Milieu Insight shows that practical considerations such as cost savings, convenience, and flexible payment methods significantly influence Malaysian consumers' purchasing behavior, especially among young buyers seeking greater financial flexibility. Malaysian consumers, particularly Gen Z, expect easy and intuitive digital experiences, with a preference for payment methods such as digital wallets reaching 52% (Adyen

Index, 2025). This indicates that competitive pricing strategies, combined with transaction convenience, are important elements in driving purchasing decisions.

Although Mills has implemented various strategic efforts through club partnerships, recruitment of professional athlete brand ambassadors, and competitive pricing, there are gaps that need to be examined more deeply. First, it is not yet empirically known to what extent the effectiveness of Mills' brand ambassador strategy influences export volume in the Malaysian market. Previous research on brand ambassadors has focused more on major global brands such as Nike and Adidas, while studies on emerging market brands expanding into regional markets remain limited. Second, there is no research examining the interaction between price and brand ambassador variables in the context of Indonesian sports products in the Malaysian market, where cultural factors and consumer preferences may differ from the domestic market.

This research is important and urgent for several reasons. Practically, the findings of this research will provide valuable input for Mills management in allocating resources between pricing strategies and investment in professional athlete brand ambassadors. Academically, this research will enrich the literature on international marketing management, particularly branding strategies of emerging market brands when entering neighboring markets with different consumer characteristics.

Based on this background, this study aims to analyze the effect of price and brand ambassador on the export volume of Mills products in the Malaysian market. The research questions are formulated as follows: (1) Does price significantly affect the export volume of Mills products in the

Malaysian market? (2) Does brand ambassador significantly affect the

export volume of Mills products in the Malaysian market? (3) Do price and brand ambassador simultaneously significantly affect the export volume of Mills products in the Malaysian market?

LITERATUR REVIEW

International Trade Theory

International trade is the activity of exchanging goods and services across national borders, driven by differences in resources, technology, consumer preferences, and the comparative advantages of each country. In the context of this research, the expansion of Mills products from Indonesia to Malaysia is a form of implementation of international trade practices where the company utilizes foreign market opportunities to increase economies of scale and export volume.

The theory of comparative advantage put forward by David Ricardo (1817) explains that a country will benefit from international trade if it specializes in producing goods that have relatively lower costs compared to other countries. However, in the context of a brand like Mills, advantage lies not only in production costs but also in the ability to build brand equity and product differentiation in international markets. In the context of export volume, Atmaja, Oktavia, & Angesti (2026) analyzed the export competitiveness of East Java's manufacturing products and found that Indonesian products remain competitive in international markets, with the GDP per capita of trading partner countries playing an important role in export sustainability. This supports Mills' strategy of choosing Malaysia as an expansion market, considering that Malaysia has a relatively high GDP per capita in the ASEAN region and a growing middle-class population.

Price

Price is one element of the

marketing mix that generates revenue, unlike other elements that generate costs. In the context of international marketing, pricing decisions become more complex because they involve factors such as transportation costs, tariffs, exchange rate fluctuations, consumer purchasing power in the target market, and competitor strategies.

The perceived value theory put forward by Zeithaml (1988) explains that consumers do not only consider the absolute price of a product, but also the value they obtain relative to the sacrifice they make. Perceived value is the result of consumer evaluation of product benefits compared to the costs that must be paid. In the context of this research, price is assumed to influence export volume because competitive prices will encourage an increase in the aggregate quantity demanded by Malaysian consumers.

The price dimensions used in this study include: (1) price affordability - consumer perception of whether a product's price is in line with their financial capabilities; (2) price-quality relationship - consumers tend to use price as an indicator of quality; (3) price competitiveness - the extent to which Mills product prices compare to similar products from competitors; (4) price-value congruence - consumer evaluation of the benefits obtained compared to the price paid; and (5) price transparency - clarity of price information in the digital era.

Brand Ambassador

A brand ambassador is a public figure used by companies to promote their brand, products, or services to the public. In the context of sports marketing, professional athletes are often chosen as brand ambassadors

because they have credibility, attractiveness, and strong influence among sports fans.

The source credibility model theory put forward by Ohanian (1990) is the main foundation in understanding brand ambassador effectiveness, which states that the effectiveness of an endorser is determined by three main dimensions: expertise, trustworthiness, and attractiveness. Research by Aini & Hidayat (2025) on the influence of SEVENTEEN as a brand ambassador on Chitato's brand image on social media X found that the four VisCAP dimensions (visibility, credibility, attraction, power) are fulfilled and the influence of the brand ambassador on brand image reached 89.9%. This finding shows that selecting the right brand ambassador can form positive perceptions of the brand.

Another study by Patrick Djunianto & Vincent (2025) analyzing the effect of Neal Shipley as a brand ambassador on brand awareness and purchase intention of Jack Nicklaus Indonesia consumers found that the dimensions of congruence, credibility, and attractiveness are the main factors influencing brand ambassador effectiveness. Professional athletes are considered to have high suitability with the brand image of sports products, while their credibility and attractiveness support the effectiveness of marketing message delivery.

The match-up hypothesis theory developed by Kahle & Homer (1985) states that the effectiveness of a brand ambassador will be higher if there is a match between the endorser's image and the brand or product image they endorse. In this context, professional athletes have a natural fit with sports equipment products, so marketing messages are expected to be better received by consumers.

Export Volume

Export volume is defined as the number of units or total value of goods sold by a company from the home country to the destination country within a certain period (Kotabe & Helsen, 2020). Export volume is a quantitative indicator that reflects a company's export performance in international markets, unlike competitiveness which is qualitative and perceptual in nature.

In marketing research, measuring export volume ideally uses secondary data from companies, customs, or statistical agencies. However, when such data is not publicly available, researchers can use sales data from e-commerce platforms as a valid proxy. E-commerce platforms like Shopee can be used to measure product sales performance in digital retail markets, especially in Southeast Asian countries where e-commerce is a major distribution channel.

Factors that influence export volume include: export price, promotion (including brand ambassador), distribution, exchange rates, and demand in the target market (Leonidou et al., 2017). In the context of this research, price and brand ambassador are the main focus because they are Mills' main strategies in the Malaysian market, while sales volume on Shopee Malaysia is used as a proxy for export volume.

Theoretical Framework and Hypothesis Development

1. Relationships Between Price and Export Volume

The relationship between price and export volume is grounded in the perceived value theory (Zeithaml, 1988), which explains that consumers evaluate products based on the comparison between perceived benefits and sacrifices, where price represents a significant sacrifice component. In

international markets, competitive pricing becomes a critical success factor as it can attract a larger consumer base, particularly in price-sensitive segments. The Malaysian sports market exhibits polarization where middle-to-lower segment consumers are highly price-sensitive (Euromonitor International, 2026), making price a potentially important determinant of export volume. Research by Anggoro et al. (2024) found that price significantly influences purchasing decisions, suggesting that competitive pricing strategies can drive consumer demand.

H1: Price has a positive and significant effect on the export volume of Mills products in the Malaysian market.

2. Relationship Between Brand Ambassador and Export Volume

The relationship between brand ambassador and export volume is fundamentally grounded in the source credibility model (Ohanian, 1990), which identifies expertise, trustworthiness, and attractiveness as the primary dimensions of endorser effectiveness. Professional athletes naturally embody these dimensions, making them particularly effective for sports product endorsement. The match-up hypothesis (Kahle & Homer, 1985) further explains that effectiveness increases when there is congruence between the endorser's image and the brand's positioning, which is naturally achieved when athletes endorse sports equipment. Research by Aini & Hidayat (2025) demonstrated that brand ambassadors significantly enhance brand image, while Eji (2024) found that celebrity endorsements effectively increase brand awareness. Through building credibility, awareness, and consumer trust, brand ambassadors can

positively influence consumer purchasing decisions and export volume.

H2: Brand ambassador has a positive and significant effect on the export volume of Mills products in the Malaysian market.

3. Relationship Between Price and Brand Ambassador on Export Volume

The simultaneous relationship between price and brand ambassador is grounded in Porter's (1980) competitive advantage theory, which suggests firms can achieve advantage through either cost leadership (competitive pricing) or differentiation (superior brand attributes). Mills combines both strategies: offering competitive prices while differentiating through credible brand ambassador associations and club partnerships, creating a synergistic effect on export volume. The Stimulus-Organism-Response framework (Mulyatun et al., 2025) supports this synergy, where price and brand ambassador serve as stimuli that influence consumer states and drive purchasing behavior. This combined approach allows Mills to appeal to both price-sensitive consumers (attracted by competitive prices) and quality-conscious consumers (reassured by professional athlete endorsements), potentially increasing overall sales volume. Research by Anggoro et al. (2024) and Rohmah et al. (2025) found that price and endorsers simultaneously have significant effects on purchasing decisions.

H3: Price and brand ambassador simultaneously have a positive and significant effect on the export volume of Mills products in the Malaysian market.

Conceptual Framework

Based on the theoretical foundation and hypothesis development, the conceptual framework of this research can be illustrated as follows:

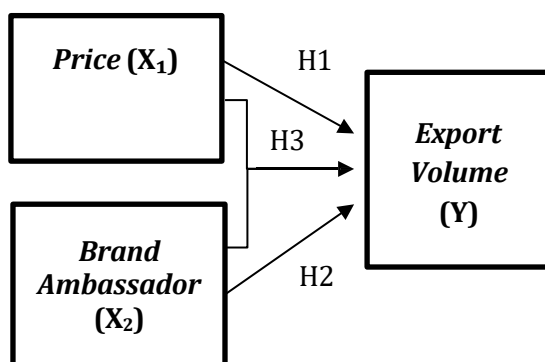


Figure 1. Conceptual Framework

The research paradigm illustrates the relationship among three main variables: price (X₁) and brand ambassador (X₂) as independent variables, and export volume (Y) as the dependent variable. This study aims to examine whether price influences export volume and whether the use of brand ambassadors as a promotional media can increase the export volume of Mills products in the Malaysian market.

RESEARCH METHOD

Research Design

This study uses a quantitative approach because it aims to explain the causal relationship between price, brand ambassador, and export volume in a measurable way. This approach is consistent with the characteristics of consumer behavior research that requires objective analysis and the ability of statistical models to describe relationships between variables. The research design is causal associative, as the main focus of the study is to examine the direct and simultaneous effects of price and brand ambassador on export volume.

Population and Sample

The population in this study includes all sports product consumers in Malaysia who have purchased, used, known about, or seen promotions for Mills products. This population includes Malaysian consumers exposed to Mills' marketing strategies, whether through professional athlete brand ambassadors, partnerships with Terengganu FC as an Official Footwear Partner, or through the Shopee Malaysia e-commerce platform and social media.

The sampling technique used for primary data was non-probability sampling with a purposive sampling approach. The respondent criteria established were: (1) at least 17 years old; (2) domiciled in Malaysia; and (3) have purchased, used, known about, or seen promotions for Mills products. Given that the population in this study is very broad and its exact number is unknown (infinite population), the sample size was determined using the Lemeshow et al. (1997) formula for unknown populations, which yielded a minimum sample of 97 respondents. To facilitate calculations and anticipate incomplete questionnaires, the researcher rounded up the sample size to 100 respondents.

For secondary data, a total sampling technique (census) was used, where all members of the population were used as research samples. Based on observations on the Shopee Malaysia platform, there were 15 products that met the criteria for analysis. All 15 products were used as samples in this study.

Data Collection Method

Data collection in this study was carried out through two complementary approaches. First, a literature review was conducted by examining academic journals, books, and previous research accessed through digital platforms such

as Google Scholar, Emerald Insight, and ScienceDirect, as well as industry reports from Euromonitor International and TMO Group. This review aimed to strengthen the theoretical foundation of the research by exploring established theories including perceived value theory (Zeithaml, 1988), source credibility model (Ohanian, 1990), and competitive advantage theory (Porter, 1980), while also understanding the Malaysian sports market context.

Second, field research was conducted through questionnaire surveys and documentation observation. Primary data were collected through an online questionnaire distributed via Google Forms using a 5-point Likert scale, consisting of 10 items for price (X1) and 10 items for brand ambassador (X2). The questionnaire was distributed through WhatsApp and Instagram to 100 respondents selected using purposive sampling criteria: (1) minimum age 17 years, (2) domiciled in Malaysia, and (3) having purchased, used, known about, or seen promotions for Mills products. Secondary data were collected through documentation observation on Shopee Malaysia, recording product names, prices, and sold count for 15 Mills products as a proxy for export volume (Y). The combination of primary survey data and secondary sales data enabled a comprehensive analysis of how consumer perceptions of price and brand ambassador relate to actual product sales performance in the Malaysian market.

Data Analysis Technique

Data analysis was performed using the Statistical Package for Social Science (SPSS) version 27. Before testing the relationships between variables, the study first ensured that the instruments used were valid and reliable.

Validity Test:

Validity testing used Pearson product moment with the criterion $r\text{-count} > r\text{-table}$ (0.361) at 5% significance (Ghozali, 2021). An instrument or questionnaire is considered valid if the questions in the instrument are able to reveal what the questionnaire intends to measure.

Reliability Test:

Reliability testing used Cronbach's Alpha with the criterion value > 0.60 (Ghozali, 2021). A questionnaire is said to be reliable if a person's answers to the statements are stable or consistent over time.

Data Aggregation:

Prior to regression analysis, primary data from 100 respondents were aggregated to align with the research unit of analysis (15 products). The aggregation process involved three steps: (1) calculating X1 and X2 scores per respondent by averaging responses across all items for each variable; (2) mapping respondents to the products they knew; and (3) calculating the average X1 and X2 scores for each product based on the respondents who knew that product. This resulted in 15 aggregated data points for X1, X2, and Y (sold count) that were used in the regression analysis.

Descriptive Analysis:

Descriptive analysis was used to provide a general overview of the sample data distribution by considering the minimum, maximum, mean (average), and standard deviation values of each variable (Sugiyono, 2022).

Classical Assumption Test:

- Normality test using Kolmogorov-Smirnov and Shapiro-Wilk with the criterion that if the significance value > 0.05 , the data is normally distributed.

- Multicollinearity test using Tolerance and VIF with the criterion that if Tolerance > 0.10 and VIF < 10, there is no multicollinearity.
- Heteroscedasticity test using Glejser with the criterion that if the significance value > 0.05, there is no heteroscedasticity.
- Linearity test using Deviation from Linearity with the criterion that if the significance value > 0.05, the relationship between variables is linear.

Multiple Linear Regression Analysis:

Used to determine the direction and magnitude of the influence of independent variables on the dependent variable. The equation is $Y = a + \beta_1 X_1 + \beta_2 X_2 + e$ (Sugiyono, 2022).

Coefficient of Determination (R²):

Used to measure how well the model can explain variations in the dependent variable (Ghozali, 2021).

Hypothesis Testing:

- Partial t-test with the criterion if significance < 0.05, the independent variable has a significant effect on the dependent variable.
- Simultaneous F-test with the criterion if significance < 0.05, the independent variables simultaneously have a significant effect on the dependent variable.

RESULT AND DISCUSSION

Respondent Characteristics

Data from 100 respondents provides a strong picture of consumer behavior exposed to Mills' marketing strategies in Malaysia. The majority of respondents were male (80%), reflecting male dominance among sports product consumers. The age range of respondents was dominated by the 26-35 year age group (42%) and 17-25 years (41%), which are productive age groups

with a high interest in active lifestyles and sports. Based on domicile, respondents came from various states in Malaysia, with the majority from Kuala Lumpur (28%), Selangor (21%), Johor (19%), and Terengganu (18%).

Based on the first source of information about Mills products, athletes/brand ambassadors became the most dominant source (33%), followed by social media (28%), Shopee/Mills Malaysia website (18%), and Mills' collaboration with Terengganu FC (16%). This finding indicates that the source credibility model approach implemented by Mills through professional athletes is effective in reaching consumers. The products most known by respondents were Mills Voltasala Apex M2 Prime (51%) and Mills Enermax Dyneplate (50%).

Descriptive Analysis

Price Variable (X1):

The overall average score was 3.60 in the "Good" category. The highest average was in the statement regarding price transparency (3.83) in the "Good" category, indicating that consumers perceive Mills as good at conveying price information clearly. The lowest average was in the statements regarding price competitiveness and price-value congruence (3.41-3.44) in the "Good" category, indicating that consumer perceptions of Mills' price competitiveness still need improvement.

Brand Ambassador Variable (X2):

The overall average score was 3.68 in the "Good" category. The highest average was in the statement regarding power/influence (3.79) and confidence that brand ambassadors use Mills products themselves (3.77) in the "Good" category, indicating that Mills' brand ambassadors have succeeded in building consumer trust. The lowest average was in the statement regarding

athlete achievements (3.50) and trust in brand ambassadors (3.60) in the "Good" category.

Export Volume Variable (Y):

The total sold count from the 15 products was 340 units with an average of 22.67 units per product. The product with the highest sales was Mills Flame 2.0 (56 units), while the lowest sales were Mills Enermax Nergetic and Mills Ultras Dreamer 2 (4 units each).

Validity and Reliability Test Results

Validity Test:

The validity test results indicate that all items in the price variable have r-count values greater than the critical r-table value (0.361). The obtained r-values range from 0.372 to 0.762.

Tabel 1. Validity of Intrinsic Price Variable

Question Item	r count	r table	Test Result
1	0.576	0.361	Valid
2	0.578	0.361	Valid
3	0.484	0.361	Valid
4	0.762	0.361	Valid
5	0.390	0.361	Valid
6	0.611	0.361	Valid
7	0.372	0.361	Valid
8	0.722	0.361	Valid
9	0.654	0.361	Valid
10	0.487	0.361	Valid

For the brand ambassador variable, all statement items also show r-count values exceeding the critical r-table value, ranging from 0.435 to 0.811.

Tabel 2. Validity of Intrinsic Brand Ambassador Variable

Question Item	r count	r table	Test Result
1	0.642	0.361	Valid
2	0.435	0.361	Valid
3	0.570	0.361	Valid
4	0.506	0.361	Valid
5	0.811	0.361	Valid
6	0.586	0.361	Valid
7	0.807	0.361	Valid

8	0.685	0.361	Valid
9	0.705	0.361	Valid
10	0.451	0.361	Valid

According to Ghazali (2021), a variable is considered reliable if it has a Cronbach's Alpha value greater than 0.60. The Cronbach's Alpha values for all variables exceed 0.60: price (0.740), and brand ambassador (0.826). This indicates that all variables in this study meet the reliability criteria. The following table presents the results of the reliability test in this study:

Tabel 3. Reliability Statistics

Variable	Cronbach's Alpha	N of Items	Test Result
X1	0.740	10	Reliable
X2	0.826	10	Reliable

Based on the data processing results, the Cronbach's Alpha values for all variables exceed 0.60, indicating that all variables in this study meet the reliability criteria. Thus, it can be concluded that all statement items for the price, and brand ambassador, variables are reliable. This means that the research instrument has a good level of consistency and is capable of producing trustworthy data.

Classical Assumption Test

Normality Test

The Kolmogorov-Smirnov test produced a significance value of 0.200 and the Shapiro-Wilk test produced a value of 0.060. Both significance values are > 0.05 , so it can be concluded that the data in this study are normally distributed.

Tabel 4. Normality Test Results

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.162	15	.200 ^a	.887	15	.060

^a. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Multicollinearity Test Results

The Tolerance value for both variables was 0.930 (> 0.10) and the VIF value was 1.076 (< 10). These results indicate that there is no multicollinearity in the regression model.

Tabel 5. Multicollinearity Test Results

Coefficients ^a									
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics
			Std. Error				Lower Bound	Upper Bound	
Model B									
1	(Constant)	28,218	181,735		,155	,879	- 367,748	424,185	
	Harga	33,229	42,473	,224	,782	,449	- 59,313	125,770	,930 1,076
	BrandAmbassador	-34,084	38,958	-,251	-,875	,399	- 118,966	50,797	,930 1,076
a. Dependent Variable: Volume Penjualan (Sold Quantity)									

a. Dependent Variable: Volume Ekspor

Heteroscedasticity Test

The Glejser test showed significance values of 0.124 for the price variable and 0.495 for the brand ambassador variable. Both significance values are > 0.05 , so it can be concluded that there is no heteroscedasticity in the regression model.

Tabel 6. Heteroscedasticity Test Result

Coefficients ^a									
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	-170,223	92,424		1,842	,090	-371,597	31,152		
Harga	35,745	21,607	,427	1,655	,124	-11,318	82,809	,930	1,076
BrandAmbassador	13,935	19,815	,182	,703	,495	-29,233	57,102	,930	1,076

a. Dependent Variable: ABS_RES

a. Dependent Variable: ABS_RES

Linearity Test

The significance value on Deviation from Linearity for the X1 to Y relationship was 0.432 and for the X2 to Y relationship was 0.444. Both significance values are > 0.05 , so it can be concluded that the relationship between the independent variables and the dependent variable is linear.

Tabel 7. Linearity Test Result

ANOVA Table					
		Sum of Squares	df	Mean Square	Sig.
VolumeEkspor	Between Groups	2874,733	11	261,339	,459
	Linearity	86,224	1	86,224	,436
	Deviation from Linearity	2788,510	10	278,851	,411
	Within Groups	593,000	3	197,667	
	Total	3467,733	14		

		Sum of Squares	df	Mean Square	F	Sig.
VolumeEkspor	Between Groups	2865,733	11	260,521	1,298	,466
	Linearity	126,860	1	126,860	,632	,485
	Deviation from Linearity	2738,873	10	273,887	1,365	,444
	Within Groups	602,000	3	200,667		
	Total	3467,733	14			

Multiple Linear Regression Analysis

The multiple linear regression analysis resulted in the following equation:

Tabel 8. Multiple Linear Regression Analysis

Model B	Unstandardized Coefficients		Standardized Coefficients		Sig.
		Std. Error	Beta	t	
1	(Constant)	28,218		,155	,879
	Harga	33,229	,224	,782	,449
	BrandAmbassador	-34,084	-,251	-,875	,399

$$Y = 28,218 + 33,229X_1 - 34,084X_2 + e$$

The constant value (a) of 28.218 means that when the independent variables are considered constant, the export volume value remains at 28.218 units. The price coefficient of 33.229 means that each one-unit increase in price will increase export volume by 33.229 units. The brand ambassador coefficient of -34.084 means that each one-unit increase in brand ambassador will actually decrease export volume by 34.084 units.

Coefficient of Determination (R^2)

According to Sugiyono (2022), regression analysis is used to determine the direction and magnitude of the influence of independent variables on the dependent variable.

Tabel 9. Coefficient of Determination (R^2)

Model Summary			
Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,289 ^a	,083	,069

a. Predictors: (Constant), BrandAmbassador, Harga

The R Square value of 0.083 indicates that jointly, the price and brand

ambassador variables are only able to explain 8.3% of the variation in Mills product export volume in the Malaysian market. The Adjusted R Square value of -0.069 (negative) indicates that after adjusting for the number of independent variables and sample size, the regression model used is unable to explain the variation in the dependent variable. The remaining 91.7% is explained by other variables not examined in this study.

Hypothesis Testing

Partial Test (t-test)

The price variable (X_1) obtained a significance value of $0.449 > 0.05$ and t-count of $0.782 < t\text{-table } 2.160$, thus H_1 is rejected. This means that price has no significant effect on the export volume of Mills products in the Malaysian market. The brand ambassador variable (X_2) obtained a significance value of $0.399 > 0.05$ and t-count of $-0.875 < t\text{-table } 2.160$, thus H_2 is rejected. This means that brand ambassador has no significant effect on the export volume of Mills products in the Malaysian market.

Simultaneous Test (F-Test)

The decision criteria for the F-test are as follows:

1. If the significance value is less than 0.05, the independent variables simultaneously have a significant effect on the dependent variable.
2. If the significance value is greater than 0.05, the independent variables simultaneously do not have a significant effect.

Tabel 10. Simultaneous Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	288,989	2	144,494	,545	,593 ^b
Residual	3178,744	12	264,895		
Total	3467,733	14			

a. Dependent Variable: VolumeEkspor
b. Predictors: (Constant), BrandAmbassador, Harga

After conducting the F-test, the results showed that the significance value in the F-test was $0.593 > 0.05$ and

F-count $0.545 < F\text{-table } 3.885$, thus H_3 is rejected. This means that price and brand ambassador simultaneously have no significant effect on the export volume of Mills products in the Malaysian market.

Discussion

Influence of Price on Export Volume

The research results show that price has no significant effect on the export volume of Mills products in the Malaysian market (t-count $0.782 < t\text{-table } 2.160$, sig. $0.449 > 0.05$). This finding does not support the perceived value theory (Zeithaml, 1988), which states that consumers evaluate products based on the comparison between benefits and sacrifices. This result contradicts research by Anggoro et al. (2024), which found that price significantly influences purchasing decisions for Erigo products on Shopee. Several factors can explain this finding. First, Malaysian sports consumers, particularly athletes and active individuals, may prioritize product quality and performance over price when selecting sports equipment, as performance-related products are considered high-involvement purchases where quality is paramount. Second, the Malaysian sports market is dominated by global brands with strong brand equity, and Mills as an emerging brand may not yet have sufficient brand awareness for price to be a primary consideration. Third, other factors such as product quality, technological innovation (e.g., carbon plate technology), and distribution channels may be more dominant in influencing purchasing decisions than price alone. Fourth, the price sensitivity may vary across different consumer segments, and the respondents in this study may represent segments that are less price-sensitive. These findings suggest that Mills should

focus on strengthening product quality and brand positioning rather than relying primarily on competitive pricing as a competitive advantage in the Malaysian market.

Influence of Brand Ambassador on Export Volume

The research results show that brand ambassador has no significant effect on the export volume of Mills products in the Malaysian market ($t\text{-count } -0.875 < t\text{-table } 2.160$, sig. $0.399 > 0.05$). This finding does not support the source credibility model (Ohanian, 1990), which states that the effectiveness of a brand ambassador is determined by expertise, trustworthiness, and attractiveness. This result contradicts research by Aini & Hidayat (2025), which found that brand ambassadors significantly influence brand image. Several factors can explain this finding. First, the relatively low brand awareness of Mills in Malaysia compared to established global brands like Nike and Adidas means that even credible brand ambassadors may have limited impact on consumer decisions. Second, the limited exposure of brand ambassadors in mainstream Malaysian media may reduce their effectiveness in reaching target consumers. Third, cultural and consumer preference differences in Malaysia suggest that consumers may be more influenced by recommendations from fellow consumers, peers, or coaches within their sports communities rather than formal brand ambassador endorsements. Fourth, professional athletes as brand ambassadors may influence brand awareness rather than directly driving immediate purchasing decisions. Fifth, the effectiveness of brand ambassadors may depend on the specific athletes chosen, and Mills' brand ambassadors may not have strong recognition or appeal among the

Malaysian consumer base. These findings suggest that Mills should consider increasing brand ambassador exposure through mainstream media and exploring alternative marketing approaches such as community-based marketing, word-of-mouth campaigns, and direct athlete engagement at the grassroots level, rather than solely relying on brand ambassador strategies to increase sales volume.

Simultaneous Influence of Price and Brand Ambassador on Export Volume

The simultaneous test results show that price and brand ambassador together have no significant effect on export volume ($F\text{-count } 0.545 < F\text{-table } 3.885$, sig. $0.593 > 0.05$), reinforced by the negative Adjusted R Square value of -0.069 . This finding is not in line with research by Anggoro et al. (2024), which found that price, brand ambassador, and brand image simultaneously significantly affect purchasing decisions. The negative Adjusted R Square indicates that the regression model used is unable to explain the variation in the dependent variable, meaning there are other factors beyond price and brand ambassador that are more dominant in influencing export volume. These factors may include: (1) product quality and performance, where futsal athletes and sports consumers highly prioritize product features such as comfort, durability, and technology that can support their performance; (2) distribution channels, including the effectiveness of Shopee as a platform and the availability of products in physical stores; (3) sales promotions such as discounts, bundles, and seasonal offers that may have a more immediate impact on consumer decisions; (4) product innovation and technological advancements, as evidenced by the high

sales volume of Enermax Dyneplate which features innovative carbon plate technology; (5) brand image and trust built through consistent product quality and positive customer experiences; and (6) word-of-mouth and recommendations from fellow athletes, coaches, and sports communities, which may be more influential than formal marketing communications. These findings suggest that Mills should conduct a more comprehensive evaluation of its marketing strategy, considering the influence of these broader factors to effectively increase export volume in the Malaysian market.

CONCLUSION AND SUGGESTION

Conclusion

Based on the findings and discussion presented above, it can be concluded that:

1. Price does not have a significant effect on the export volume of Mills products in the Malaysian market. This indicates that price is not the main factor driving Malaysian consumers to purchase Mills products. Purchasing decisions are more based on other considerations such as product quality, technological innovation, and distribution.

2. Brand Ambassador does not have a significant effect on the export volume of Mills products in the Malaysian market. This shows that the presence of brand ambassadors does not directly drive an increase in sales volume. Malaysian consumers may be more influenced by recommendations from fellow consumers or sports communities compared to brand ambassadors.

3. There is no simultaneous effect of price and brand ambassador on the export volume of Mills products in the Malaysian market. The negative

Adjusted R Square value indicates that these two variables are unable to explain the variation in export volume, and there are other factors that are more dominant in influencing sales volume.

Suggestion

For Mills Management

The research results showing no significant effect of price and brand ambassador on export volume indicate the need for a strategic shift. Mills management is advised to shift the focus of marketing strategy toward product quality development and technological innovation, as reflected in the high sales volume of the Enermax Dyneplate product equipped with carbon plate technology. In addition, Mills needs to increase the exposure of brand ambassadors in mainstream Malaysian media and strengthen strategic partnerships with Terengganu FC as an Official Footwear Partner. Mills is also advised to optimize distribution channels through the Shopee e-commerce platform with more aggressive sales promotion strategies, as well as to increase brand awareness for products other than futsal such as jerseys and casual shoes which still have low levels of consumer awareness.

For Future Researchers

Since the results of this study show that price and brand ambassador are only able to explain 8.3% of the variation in export volume, it is recommended to examine other variables suspected to be more dominant such as product quality, technological innovation, brand image, distribution, and sales promotions. Future researchers can also conduct comparative studies between Indonesian brands and global brands in the Malaysian market, as well as use longer research periods (longitudinal studies) to observe dynamic changes in consumer

behavior over time. Qualitative research through in-depth interviews or focus group discussions is also recommended to explore the factors that are actually the main considerations for Malaysian consumers in purchasing decisions for sports products, so as to complement the quantitative findings obtained in this study.

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